

From: [Heal the Bay](#)
To: [Kent Smith](#)
Subject: Big news: We can now *predict* water quality!
Date: Friday, July 17, 2015 10:23:51 AM

[Heal the Bay's monthly newsletter](#)



Predictive modeling tool to forecast beach water quality



Twitter



**Nothin' But Sand
Beach Cleanup**

Sat, July 18
10 am – noon
Toes Beach
Playa Del Rey

Need a pick-me-up?
So does the beach!
It's a win-win at our
monthly beach

Forecasting: It's not just for weather anymore.

After two years of working with researchers at Stanford, we have at last developed, refined and validated statistical models that provide beach water quality information similar to a daily weather forecast.

This summer, we've made a significant improvement to our award-winning Beach Report Card. Now visitors to three historically polluted beaches can [access real time beach water quality data](#) before they hit – or don't hit – the water.



Heal the Bay's 30th anniversary artwork



Is it a movie? Is it a picture? It's a cinemagraph!

This year, Heal the Bay celebrates three decades of protecting Los Angeles' greatest natural resource. To help us get the word out, we collaborated with two creative ad agencies to create a summer campaign to honor our mission and rally our supporters.

We're super excited about the art that arose from the collaboration, and [we'd love to share it with you.](#)



cleanup. Bring a bucket and a friend! [RSVP here.](#)

MPA Watch volunteer training

Wed, July 22
6 - 8 pm
Heal the Bay HQ
Santa Monica

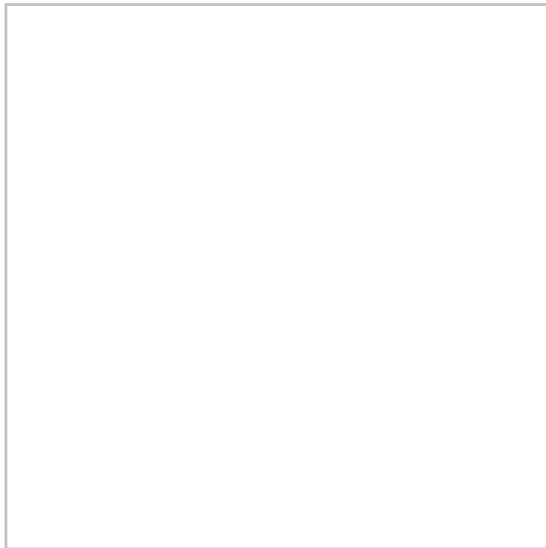
Do you like science AND long walks on the beach? An MPA Watch volunteership is perfect for you: Stroll SoCal's prettiest beaches while collecting valuable data.

[RSVP here.](#)



An interactive map of the best coast

The Coastal Commission just released this [feature-rich map](#) of every coastal park in California. Why didn't we think of that?!



Take a peek at Pluto this weekend at the Aquarium

You'd be surprised at the striking similarities between deep space and deep sea. Join us this weekend for a public program celebrating NASA's historic fly-by of our favorite dwarf planet. (Which happens to have mountains made of ice, BTW.)

This Saturday and Sunday at 3pm at the Aquarium (1600 Ocean Front Walk; under the Pier carousel)



That's #MyBag, baby!

Join our #MyBag social media campaign by posting a selfie showing off your eco-chic reusable bags.

Refugio update

On June 30, Heal the Bay staff testified at the Calif. Senate Committee on the Refugio Oil Spill in Santa Barbara.

Freshwater not so fresh

Does your favorite Santa Monica Mountains swimming hole pass the bacteria test?

El Niño es bueno

Our rain dances might be working: A wet winter could be in store. This is great news, but also a reminder that we should be capturing and reusing stormwater.



Tapped out

As water fountains disappear from the public landscape, our health—and our environment—suffer.

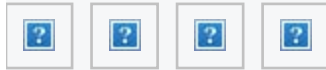
Food for thought

Ethics aside, there's no denying that the

meat industry—
particularly beef—is an
enormous water hog.
We're talking the
equivalent of 26
showers per burger.
Something to chew
on...

[Become a 30th Anniversary Member for just \\$30.](#)

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